



The City Of San Diego  
**Councilmember Jim Madaffer**  
City Council District 7



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**City Manager  
P. Lamont Ewell**

## **Our New City Manager**

I knew Lamont Ewell would make the necessary and tough decisions to get our City back on track and that is why I supported him becoming our new City Manager. A week and a half into his job and Mr. Ewell announced major changes in top staff and structuring of City departments. It is a difficult time and change is seldom easy. Certainly in this case change is necessary. Our City is facing incredible fiscal challenges unlike any other time. We're facing projected shortfalls of near \$80 million. It cannot be business-as-usual for the City of San Diego. Mr. Ewell recognizes that he must hold all department heads and employees accountable. The City Manager, the Mayor and City Council and all City employees will need to work together to get through these difficult fiscal times. [To see Lamont's memo on recent City organizational changes, please click on this link.](#)

## **Changes at SDDPC**

And more recently, Mayor Murphy, Lamont Ewell and I announced our plans for the dissolution of the San Diego Data Processing Corporation. Following numerous studies and discussions between DPC and City departments, the structure of accountability and responsibility between DPC, ITC, the City and the City Manager's office clearly wasn't working.

Recent management changes at the City, coupled with the management changes at DPC at the beginning of the year made the time right for even further change. [You can read my complete comments about the changes at DPC by clicking on this link.](#) You can also read the [City Manager's report by clicking on this link.](#)

### **We Want Your Opinion**

And speaking of our new City Manager, come meet Lamont Ewell. He'll be a speaker at our District 7 Community Forum on Wednesday, May 26th. He'll present the proposed budget that Council will be deliberating. One of the single most important issues we're facing is the City's FY '05 budget. Probably one of the more difficult City budgets in decades, we're talking about a serious projected shortfall of \$24 million dollars to over \$100 million dollars. We need the public's input as critical decisions are made. The Community Forum for District Seven residents is an excellent opportunity for you to weigh in with your suggestions and have your questions answered. It will take place at the Aztec Athletic Center Auditorium on the San Diego State University Campus. My office along with the SDSU Foundation is hosting this event from 6 p.m. until 8 p.m. If you would like to attend or need more information, please contact my office at (619) 236-6677 [or click on this link for the event flyer.](#)

### **Nature Lover's Hike**

The Sierra Club and Fox Canyon Neighborhood Association are very excited about the first ever Fox Canyon Hike that they are organizing for this Saturday, May 1. Participants will meet at 9:30 a.m. at Hiker's Central at Auburn Drive and Ontario Avenue before hiking the rim of Auburn Creek. You will learn about the area's unique habitat, plants, and animals. Jose Lopez is one of the guiding forces behind this project and you may contact him at (619) 282-2788 for more information [or click on this link for an event flyer.](#)



## The Cross on the Hill

The cross atop of Mt. Soledad has stood there as a recognizable landmark for decades. And for the past 15 years there have been legal battles as to whether the cross can remain standing there on what had been public land and is now private land owned by a non-profit organization. The U.S. Circuit Court of Appeals said that the bidding process was flawed and therefore unconstitutional. The ACLU continues

pressing for the removal of the cross. I personally support keeping the cross on Mt. Soledad and will never vote to have it removed. At the same time, I don't think this issue should be decided by a few - be they an atheist, an organization, the City Council or the courts. I think this issue, for which many San Diegans have strong and varied feelings, should be decided by the people of San Diego. Let the majority decide the fate of the cross. So I say let's put this issue on the ballot and before the voters and they can and should decide. What do you think? Email me your thoughts about the Mt. Soledad cross by clicking this link. As you know, I always like to hear your opinion on things.

## A Tip of the Hat -



The spotlight is on a terrific San Diegan and deservedly so. Many people know Bob Sennett because of his numerous roles in serving the community especially in his role as a Kiwanis Club member. Bob and his wife Barbara have been San Carlos residents for 44 years and will receive the "Above and Beyond Award" at the San Diego County Foster Parent Appreciation Dinner on

May 7th. They have been foster parents for years. Bob is a longtime Lake Murray Kiwanis Club member and active with the Home for Guiding Hands. He's a former Marine. In fact, he is currently serving as 2003-2004 Commandant for the San Diego Bulldog Det. 835 for the Marine Corp League. I had the honor of nominating him as Veteran of the Year and working with him on several community projects including installing flags in the Navajo Road median. Congratulations to Bob and Barbara.

## The Greener the Better



As part of our ongoing beautification projects in District 7, we're planting more trees and shrubbery along our roadways. We planted additional shrubs and flowers including geraniums in the College Avenue

Median between Del Cerro Boulevard and I-8. That site needed additional vegetation to fill in bare areas near the new community entrance sign. More plants were added in the Del Cerro Boulevard median that extends from College Avenue to Madra Avenue. And we're planting 15 Jacaranda trees on

College Avenue at Lambda Drive and also on Del Cerro Boulevard.

We're beautifying another area in San Carlos with landscaping on the north side of Navajo Road between Cowles Mountain Boulevard and Boulder Lake. Draught tolerant native plants will be planted in the bare area between the new sidewalk and backyard fences of homes on Tommy Drive in the San Carlos area. The shrubs and groundcover are native plants so they won't require much water after they become established. I'm pleased to partner with the community in projects that increase our neighborhood pride.

And soon new community entrance signs will be installed for the College area along the new Montezuma Road median and in San Carlos along Navajo Road just east of Parkridge.

### **Revitalization Efforts**

The word "static" would never be used to describe District 7. We're all about change for the better and improving our neighborhoods. Look around and you will see evidence of our work in progress. We also constantly hear about the need for more housing and affordable housing at that. Here is just a small sample of our current revitalization efforts:

**The Paseo:** I call it Horton Plaza east. The Paseo is located on the front doorstep of San Diego State University and was recently designated as a City of San Diego Pilot Village. The new village will provide for retail, entertainment, and office facilities along with extensive student housing. Construction is expected to start in 2005 with a value of \$250 million.

**MTDB East Valley Extension Line:** Now under construction, the new East Valley Trolley Line is expected to be open next spring. There will be a showcase underground station located in the Paseo project and next to the SDSU campus and a station in Grantville. Construction value of the new East Valley Line approaches \$500 million.





**New College-Rolando Branch Library:** With an audience of 200 and amid great fanfare we broke ground February 20th. The new 10,000 square foot

library will be located at the intersection of Montezuma and Reservoir. Construction value exceeds \$5 million.

**The Crossroads:** This comprehensive project is planned to start construction in 2005. It is the redevelopment of an older and mostly vacant shopping center located on approximately 10 acres of land at 6300 El Cajon Boulevard. This will be a mix-use project of 400-plus row homes, lofts, and workforce homes and 30,000 square feet of retail. Construction value is \$150 million.

**Mesa Commons:** This project, located at 6456 El Cajon Boulevard, consists of 51 town homes/condominiums along with retail. Construction is expected to start in 2005 with a construction value exceeding \$15 million.

**Collwood Terrace:** This residential care facility is currently under construction. The project consists of 142 beds for the elderly in an assisted living environment. Construction value is approximately \$10 million.

**Vista Colina:** This is a residential development of about 100 new units consisting of condominiums and/or town and row homes. The project replaces an older and closed religious community center. Construction value is expected to exceed \$30 million.

That gives you an idea of some of the major changes taking place. In future issues I'll tell you about other projects in the works and also some of larger the ones completed in the past few years.

## Happenings in the District

Spring is a busy time of year with many community events taking place throughout the District. I mentioned the Fox Canyon Hike on May 1. Let me share a few others.



**May 15** - The Kiwanis Club's 18th annual Patriot's Day Parade kicks off at 10am along Tierrasanta Boulevard in Tierrasanta. There will be marching bands, clowns, equestrian units, classic cars, dignitaries and military personnel in recognition of Armed

Forces Day. Events continue with a spaghetti dinner and fireworks display that evening. For more information call Dr. Hani Shatila at 858-268-0044.

**May 16** - The Del Cerro Action Council is having a picnic to thank all those who helped make the new Princess Del Cerro Park a reality. Certainly the DCAC, the community --- especially the many families with children, the Park and Recreation Department and I are very happy that the attractive park is finished and it is a good reason to celebrate. The picnic takes place from 2 until 5 p.m. and all are welcome. For more information, call my office at 616-236-6677.

**May 22** - Tierrasanta's library turns twenty this year and the Friends of the Library are celebrating. Congratulations to them for realizing their dream of raising \$20,000 in one year in honor of the anniversary. The Friends recently presented a check to the library's manager, Judith Castiano. The funds will be used for childrens' programs and for books. Join the celebration from 3 until 4:30 p.m. at the library which is located at 4985 La Cuenta Boulevard. There will be live music, refreshments, door prizes and a silent auction. For more information call the library at 858-573-1384.

**May 22** - Kumeyaay Elementary School will hold its annual Spring Fling Dinner Dance. The Theme is Casino Night II. There will be casino tables, a sit-down dinner, dancing as well as silent and live auctions. All of the proceeds go directly to the schools student enrichment programs including the music, art, science and technology programs. For more information call the school at 858-279-1022.

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Thanks for reading our eNewsletter!

Best regards,

Jim.

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